



**KAIKOURA  
DISTRICT COUNCIL**

***Tourism & Development Committee  
Agenda***



***14 December 2005***

**TOURISM AND DEVELOPMENT COMMITTEE MEETING  
HELD AT 1.00 PM ON WEDNESDAY 14 DECEMBER 2005 IN  
MEMORIAL HALL SUPPER ROOM, ESPLANDE,  
KAIKOURA.**

**Agenda**

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Matters Arising from Report of 12/10/2005 & 09/11/2005* *page 1 & 4*
4. *Minutes Action List*

<i>Meeting</i>	<i>Whose Action</i>	<i>Progress</i>
<b>14 SEPTEMBER 2005</b>		
Schedule workshop to progress West End town centre upgrade plans	Committee	In Progress
Revisit sculptures at the north and south entrances to the town following Seafest	Tourism Officer	In Progress
Orly Productions – Quote for filming (hourly)	Tourism Officer	In Progress

5. *Tourism & Development Statement of Accounts* *page 5*
6. *Tourism & Economic Development Officer's Report* *page 6*
7. *Committee Membership* *page 7*
8. *Kaikoura Information & Tourism Inc. Financial Statements* *page 11*
9. *Australian Road Show Report* *page 25*
  - **For information**
10. *Mainstreet & Towncentres Conference* *page 34*
  - **Councillor Macphail will provide a verbal overview following his recent attendance at the above conference.**
11. *Urgent Business*

# Tourism & Development Committee Budget

For the period ended 30 November 2005

	Tourism & Development \$
<b>Balance Brought Forward</b>	<b>57,871.03</b>
<b>INCOME</b>	
Allocation from Council (2006)	100,000
<b>Total Funds Available</b>	<b><u>157,871.03</u></b>
<b>EXPENDITURE</b>	
<u>Marketing</u>	
Membership Contribution CCM	5,000.00
Lloyds Graphic Design (Advert)	718.00
The Press Advertising	1,794.24
Joint Venture Hurunui District	1,178.97
TCANZ John Macphail conference	976.36
	<u>9,667.57</u>
<u>Green Globe</u>	
Green Globe Membership	1,333.33
Green Globe Audit Assessment	1,007.67
	<u>2,341.00</u>
<u>KITI</u>	
Seafest Media Release	1,200.00
TRENTZ Road Show	9,987.02
Oz Road Show	5,000.00
	<u>16,187.02</u>
<u>Other Expenditure</u>	
Tourism & Development Officer Ad	1,843.54
Crippled Crays 18x48 Hrs Books	-
	<u>1,843.54</u>
<b>Total Expenditure</b>	<b><u>30,039.13</u></b>
<b>Funds Remaining</b>	<b><u>\$127,831.90</u></b>

PLEASE NOTE: the above figures do not include wages paid to the Tourism & Development Officer.

# **TOURISM AND ECONOMIC DEVELOPMENT OFFICER'S REPORT**

## **Meetings attended:**

- Destination Marlborough Board Meeting (15<sup>th</sup> November 2005)
- D.T.O Meeting (17<sup>th</sup> November 2005)
- Hurunui Alpine Pacific Triangle Presentation (24<sup>th</sup> November 2005)
- Farmers Market Workshop (1<sup>st</sup> December 2005)

## **Projects identified:**

- Tourism - Issue of "branding" – this requires immediate attention as it is difficult to proceed with many of the projects (listed below) without consensus.

It is important not to focus on branding simply as a logo or a catch phrase used for advertising. A strong "brand" is one which focuses on the features of Kaikoura which differentiate it from all the other destinations – local, national and global. It is suggested that giving prominence to the Green Globe certified community status, not necessarily as a "brand" in itself but as a means of emphasising the unique environment and the unique means of protecting that environment for residents and for visitors, will result in the emergence of a strong and unique brand which is already in place.

"Branding should be seen as the totality of perception that a customer holds about the experiences associated with a place – logo and tagline are more reminders for the values associated with the brand"

- Tourism - Development of a Trade Manual & new information sheets for visiting trade & media representatives (in progress)
- Tourism - Researching and developing winter initiatives (in progress)
- Tourism - Development of a marketing strategy (in progress)
- Tourism - The future of the Orly Productions DVD project
- Tourism – Market research to establish customer satisfaction which will be used for a variety of purposes including the development of the marketing strategy
- Tourism – development of an events calendar
- Economic development – potential for a Farmers market (in progress)
- Economic development – economic development strategy
- Tourism & Economic development – business surveys (in progress) - this will provide a range of valuable information which will be used to develop the marketing strategy and the economic development strategy.
- Tourism & Economic development – researching the possibilities of setting up business "clusters" – encouraging networking
- Tourism & Economic development – updating and making use of the tourism and economic development section of KDC website"

## COMMITTEE MEMBERSHIP

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Two letters of resignation from the Tourism & Development Committee have been received over the past month as follows:-

- 1) Whale Watch Kaikoura Representative (letter from Whale Watch attached)

**Recommendation:**

*It is recommended that Council accept the resignation of Marcus Solomon as Whale Watch Kaikoura representative to the Tourism & Development Committee and further recommended that Wally Stone, Executive Chairman, be appointed as Whale Watch Kaikoura representative to the Tourism & Development Committee and Kauahi Ngapora and Shelley Fissenden be nominated as replacement representatives should W Stone not be able to attend meetings.*

- 2) Rural Sector Residents Representative (letter from C Copleston attached)

**Recommendation:** *It is recommended that Council accept the resignation of Chris Coplestone as Rural Sector Residents representative to the Tourism & Development Committee and further recommended that Mr Richard Murray of Bluff Station, Kekerengu, be appointed as replacement Rural Sector Residents representative.*